

CASE STUDY AMVROSIADIS



AMVROSIADIS MODERNIZES THEIR CORPORATE PROCESSES WITH ENTERSOFT SOLUTIONS

Industry

Food Industry

Customer Profile

In 1964, Amvrosiadis family introduced the first aviary. Nowadays the company occupies more than 200 employees and it owns six branches, two slaughterhouses and 60 trucks. Apart from the domestic market, products are also available in Europe.

Users

>75

Challenge

Modernizing the ordering process, eliminating errors, and improving company's profile at the point of sale.

Solution

Entersoft x-Van®

Benefits

- Mistakes in the ordering process were eliminated
- The turnover has increased, while the labor cost has decreased
- Company's executives increased their productivity and their enthusiasm
- Planning and monitoring of schedules through iPad
- Significantly upgraded profile to the eyes of the customer

“Our need for modernization was compelling. We selected Entersoft x-Van because we were convinced that we would achieve our goal, as happened. Within a short time, we managed to avoid mistakes, our orders were increased and unnecessary workload was reduced. Our investment gave value not only to the company but also to all the employees.”

Ioakim Amvrosiadis, President CEO

The company

In 1964, Amvrosiadis family introduced the first aviary. In 1986 it introduces the first chicken slaughterhouse, which operates according to the standards of EU, under the management of Joachim Amvrosiadis. Today, Amvrosiadis' company is considered as the largest farm in Northern Greece. It has poultry farms, automated and modern slaughter house with great potential. It is the largest farm in Northern Greece and one of the biggest in Europe. Branches in various cities have been founded and a distribution network has been created all over Greece. The company occupies more than 200 employees and it owns six branches, two slaughterhouses and 60 trucks. Apart from the domestic market, products are also available in Europe.

Challenge

The ordering process, which is very intense, used to be implemented manually. Practically, orders were realized at the customer's field, accompanied with an order list, however, without the presence of reference storage numbers. Alternatively, the process was taking place by incoming calls to the call center and by writing the order on a paper. Pricing, according to the correct reference number of the product, was executed on a secondary basis by the accounting department of the company. This procedure resulted to excessive work from the accounting department regarding the clarification and the pricing of the orders. Furthermore, due to handwriting there were issues related to the accuracy of the pricing and failure to control and identify potential errors.

Need to

The need for a contemporary solution was obvious and indispensable. The new procedure to be found should be able to help the company in the following areas:

- As far as drivers are concerned - To their itineraries and visits that should be realized on a daily basis, to the rapid pricing either through ordering services or additional (ad hoc) pricing, to the proper truck reloading, but also to the procedures such as loading - unloading with the dispatch note and consignment note and cargo transshipment.

CASE STUDY AMVROSIADIS



- As far as the accounting department is concerned - The rapid and safe way of pricing with the correct reference numbers - quantity, prices and also with rapid checking procedures on pricing and on amounts of items in the central warehouse and in every truck.
- As far as the administration is concerned - The purchase control, the delivery control as for quantities and value, the comparison of quantitative and qualitative data between itineraries and final customers and a number of other important information.

Solution

Based to the new procedure, the company has acquired a basic control on itineraries / visits of all of its drivers and, thus, is able to give the right priority to its customers and also to apply its market strategy in this area too.

Reaching to the point of sale, the driver is placing the order onsite, through Entersoft xVan, with the right trade policy in prices and discounts for the specific customer. At the same time, he is able to sample the product with photos and other products, as well as, to immediately inform about any additional valid offers. While completing the visit, the driver immediately issues a dispatch note – invoice, using a portable small-sized printer.

Each driver contacts the company's headquarters at any time, using 3G/4G or Wi-Fi network, and he automatically updates the results of each visit, the documents issued and he can also be informed about any new offers or price changes by the headquarters.

At the headquarters of the company the ordering process is directly served by Entersoft CRM. In this way, the sales procedure is complete and fast, allowing, at the same time, the direct control of the order and the quick and proper customer service.

The project implementation was completed into a few months and concerns 60 users who own mobile devices on their vehicles and 15 users of Entersoft CRM of the central system used at the company's headquarters.

Why choosing Entersoft x-Van?

The main reasons for this choice were the following:

- The first and most important factor that was considered was the functionality of Entersoft xVan that goes beyond the classic stereotypes of xVan solutions that are limited to pricing and to Warehouse management. With Entersoft xVan, the company acquired a system, which enables the conversion of the drivers into specialized vendors who can implement multiple tasks at the point of sale (from the actual order to promotional activations, but also to photo shooting and to monitoring of the competition).
- Moreover, Entersoft technology prevailed, as the solution is based on modern technology, both on the Back Office (Microsoft .Net - SQL Server) and on mobile devices like Apple iPads, where the most modern Business platform for mobile devices is used.
- Equally important role played, of course, the trusted brand name of Entersoft and the commitment to new solutions in the business software.

CASE STUDY AMVROSIADIS



Benefits

1. Mistakes in the ordering process are eliminated and we have fast and accurate pricing
2. The turnover has increased, while the labor cost has decreased
3. The company's executives, including the drivers, felt an upgrade of their work was upgraded and their productivity is increased
4. Drivers are protected from making errors, while iPads give them the opportunity to schedule their meetings and to better arrange their daily programs.
5. The company is modernized and its profile to the eyes of the final customer is significantly upgraded

Measurable Benefits



The workload of the accounting department is **decreased by 2+ hours** on a daily basis



Calls at the accounting department are **reduced by 25%**



240 more orders per week



Issue **75.000** invoices
in the first 10 months of operation



Issue **40.000** receipts
in the first 10 months of operation